21shdres

Media Event in Milan

December 2024





About Us

ETP Landscape Bitcoin and Ethereum: What Are They? 2025 Incoming Bull Market Cryptoassets in a Traditional Portfolio

01 About Us

World's Broadest Crypto **ETP** Range

Including single assets, baskets and tactical products

21shares

~\$10bn

In assets under management

40+ ETPS Listed on 10+ exchanges

~\$2.8bn

New Assets in 2024

~38%

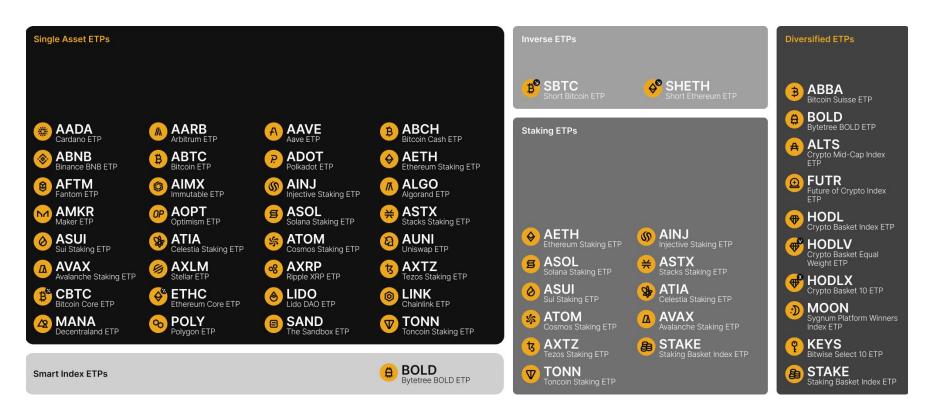
Market-Leading Share of European ETP Assets

6 Years

Since the establishment of the company

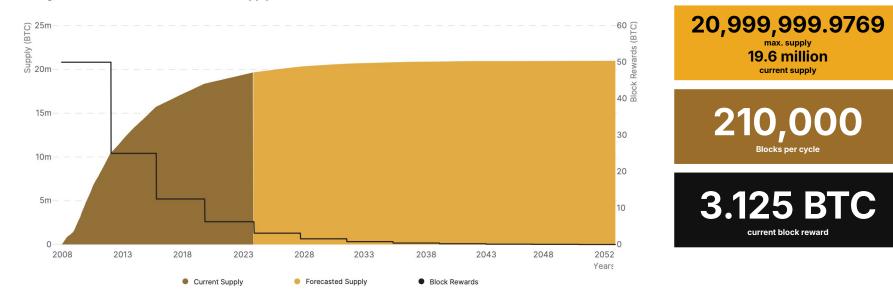
7 ETFs

5 futures based & 2 spot

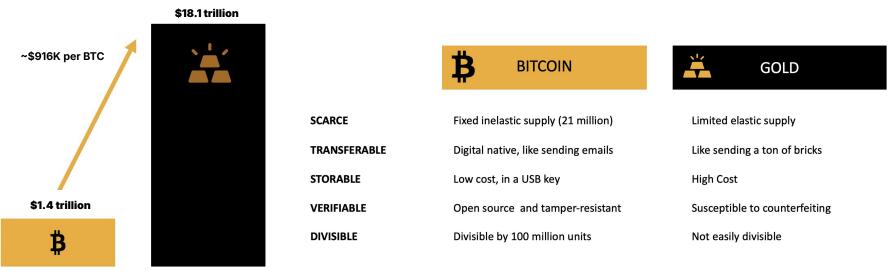


03 Bitcoin and Ethereum: What Are They?

Figure 1 – Bitcoin's Block Reward and Supply



7



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Bitcoin

Gold



8

Smart contracts enable complex, automated interactions, forming the foundation of Ethereum's vast ecosystem of decentralized applications.

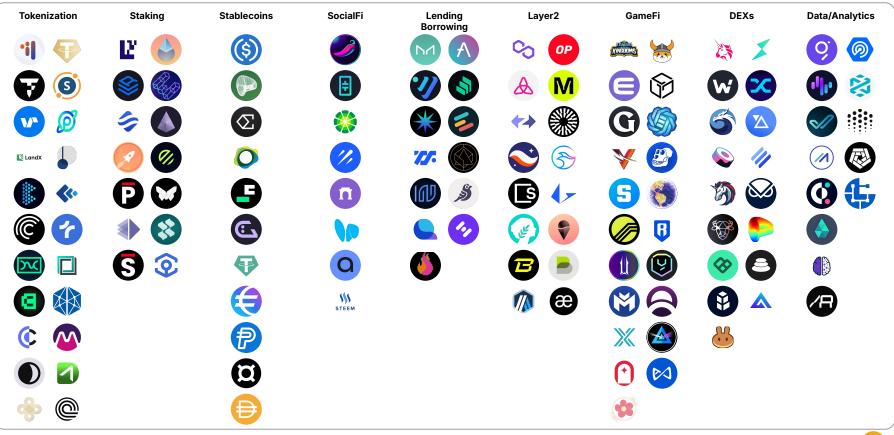


Total Value Locked on Ethereum

Ethereum holds **\$50 billion** in total value locked, a crypto-equivalent to assets under management.

9

Ethereum is a Global App Store



Market Outlook



Bitcoin is the best performing asset class of the last decade, up over 5600%

Rank	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	10-Year Capital Gain*
1	Bitcoin (1'316%)	Bitcoin (186%)	Bitcoin (5'481%)	US REITs (30.4%)	Bitcoin (35%)	Bitcoin (124%)	Bitcoin (1'369%)	US Nasdaq 100 (-0.1%)	Bitcoin (93%)	Bitcoin (302%)	Bitcoin (60%)	Gold (-0.8%)	Bitcoin (155.8%)	Bitcoin (5'634.7%)
2	Long Duration Treasuries (34%)	EAFE Stocks (18.8%)	US Small Caps (38.7%)	Long Duration Treasuries (27.3%)	US Nasdaq 100 (5.6%)	US Small Caps (21.6%)	US Nasdaq 100 (32.7%)	Long Duration Treasuries (-1.6%)	US Nasdaq 100 (39%)	Convertible Bonds (53.4%)	US REITs (40.5%)	US Value (-7.7%)	US Nasdaq 100 (54.9%)	US Nasdaq 100 (361.3%)
3	Investment Grade Bonds (9.7%)	US Mid Caps (17.8%)	US Nasdaq 100 (36.6%)	US Nasdaq 100 (19.2%)	US Growth (5.5%)	US Mid Caps (20.5%)	US Growth (30%)	US Growth (-1.7%)	US Growth (35.9%)	US Nasdaq 100 (48.6%)	US Nasdaq 100 (27.4%)	High Yield Bonds (-11%)	US Growth (42.6%)	US Growth (250.5%)
4	Gold (9.6%)	US Reits (17.6%)	US Growth (33.1%)	US Value (13.2%)	US REITs (2.4%)	US Value (17.3%)	EAFE Stocks (25.1%)	Gold (-1.9%)	US REITs (28.9%)	US Growth (38.3%)	US Growth (27.4%)	US Mid Caps (-13.3%)	EAFE Stocks (18.4%)	US Mid Caps (109.5%)
5	US REITs (8.6%)	US Value (17.5%)	US Mid Caps (33.1%)	US Growth (12.8%)	Convertible Bonds (-0.8%)	High Yield Bonds (13.4%)	US Mid Caps (15.9%)	Convertible Bonds (-2%)	US Value (26.1%)	Gold (24.8%)	US Value (25%)	EAFE Stocks (-14.4%)	US Small Caps (16.8%)	US Value (77.77%)
6	High Yield Bonds (6.8%)	US Small Caps (16.7%)	US Value (32.1%)	US Mid Caps (9.4%)	EAFE Stocks (-1%)	Convertible Bonds (10.6%)	Convertible Bonds (15.7%)	High Yield Bonds (-2%)	US Mid Caps (25.8%)	US Small Caps (20%)	US Mid Caps (24.5%)	Investment Grade Bonds (-17.9%)	US Mid Caps (16.1%)	US Small Caps (74.848%)
7	US Nasdaq 100 (3.4%)	US Nasdaq 100 (16.1%)	EAFE Stocks (21.4%)	Investment Grade Bonds (8.2%)	Investment Grade Bonds (-1.3%)	US REITs (8.6%)	US Small Caps (14.6%)	Investment Grade Bonds (-3.8%)	US Small Caps (25.4%)	Long Duration Treasuries (18.2%)	US Small Caps (14.5%)	US Small Caps (-20.5%)	Convertible Bonds (14.5%)	Gold (61.63%)
8	US growth (2.3%)	Convertible Bonds (15.9%)	Convertible Bonds (20.5%)	Convertible Bonds (7.7%)	Long Duration Treasuries (-1.8%)	Gold (8%)	US Value (13.5%)	US REITs (-6%)	Convertible Bonds (22.4%)	US Mid Caps (13.5%)	EAFE Stocks (11.5%)	Convertible Bonds (-20.8%)	Gold (12.7%)	Convertible Bonds (53.56%)
9	US Value (0.1%)	US Growth (15.2)	High Yield Bonds (5.8%)	US Small Caps (5%)	US Mid Caps (-2.5%)	US Nasdaq 100 (7.1%)	Gold (12.8%)	US Value (-8.5%)	EAFE Stocks (22%)	Investment Grade Bonds (11%)	High Yield Bonds (3.8%)	US REITs (-26.2%)	US REITs (11.8%)	US REITs (38.02%)
10	US Mid Caps (-2.1%)	High Yield Bonds (11.7%)	US Reits (2.3%)	High Yield Bonds (1.9%)	US Value (-4%)	US Growth (7%)	Long Duration Treasuries (9.2%)	US Small Caps (-11.1%)	Gold (17.9%)	EAFE Stocks (7.6%)	Convertible Bonds (2.2%)	US Growth (-29.3%)	High Yield Bonds (11.5%)	EAFE Stocks (13.04%)
11	US Small Caps (-4.4%)	Investment Grade Bonds (10.6%)	Investment Grade Bonds (-2%)	Gold (-2.2%)	US Small Caps (-4.5%)	Investment Grade Bonds (6.2%)	Investment Grade Bonds (7.1%)	US Mid Caps (-11.3%)	Investment Grade Bonds (17.4%)	High Yield Bonds (4.5%)	Investment Grade Bonds (-1.8%)	Long Duration Treasuries (-31.2%)	US Value (11.4%)	Long Duration Treasuries (-3.77%)
12	Convertible Bonds (-7.7%)	Gold (6.6%)	Long Duration Treasuries (-13.4%)	EAFE Stocks (-6.2%)	High Yield Bonds (-5%)	EAFE Stocks (1.4%)	High Yield Bonds (6.1%)	EAFE Stocks (-13.8%)	Long Duration Treasuries (14.1%)	US Value (2.7%)	Gold (-4.2%)	US Nasdaq 100 (-32.5%)	Investment Grade Bonds (9.4%)	Investment Grade Bonds (-3.93%)
13	EAFE Stocks (-12.2%)	Long Duration Treasuries (2.6%)	Gold (-28.3%)	Bitcoin (-58%)	Gold (-10.7%)	Long Duration Treasuries (1.2%)	US REITs (4.9%)	Bitcoin (-73.5%)	High Yield Bonds (14.1%)	US REITs (-4.7%)	Long Duration Treasuries (-4.6%)	Bitcoin (-64.3%)	Long Duration Treasuries (2.8%)	High Yield Bonds (-17.01%)





New demand and more institutional adoption

Clearer regulation

A more favorable tax treatment for crypto

Bitcoin as strategic reserve

USA as global crypto hub

The beginning of a golden age for crypto?

Institutional adoption of Bitcoin is steadily increasing

nvest in MicroStrate The Norwegian and Swiss Central Ba Invested in MicroStrategy, a firm not Bitcoin holdings.	anks have significantly
/ Victor - August 15, 2024	BITCOIN
organ Stanley Becomes First all Street Giant To Let dvisors Recommend Bitcoin IFs	Goldman Sachs reveals \$500M Bitcoin stake: 'Even bankers cannot resist BTC' ⁽⁾ 2min Read Goldman Sachs' \$500M Bitcoin stake and volatile ETF flows: What does this mean for crypto's future?
nings Advisor, Benzings Staff Writer 🛃 🍳 August 18, 2024 to 00 AM 12 mm read 11 Comment	inter does instructing of crypto spatare.
NEWS > CURRENCIES The state of Wisconsin purchas million in bitcoin ETFs in the firs	ed \$163
NEWS > CURRENCIES The state of Wisconsin purchas	ed \$163

	Bitcoin ETF Exposu	ire for Top 2	5 Hedge F	unds
Rank	Hedge Fund	Own BTC ETF	QTY (BTC)	Q2 Purchases
1	Citadel Investment Grp	Yes	812	+41
2	Bridgewater Associates	Not yet	-	-
3	Millennium Mgmt.	Yes	27,263	+1,429
4	Mariner Investment Grp	Yes	930	+493
5	AQR Capital Mgmt.	Not yet	-	-
6	Balyasny Asset Mgmt.	Yes	6	+6
7	Ares Mgmt.	Not yet	-	-
8	Renaissance Tech.	Yes	286	+152
9	Alphadyne Asset Mgmt.	Not yet	-	-
10	Point72 Asset Mgmt.	Yes	1,089	-
11	D.E. Shaw	Yes	132	-
12	Exoduspoint Cap. Mgmt.	Not yet	-	-
13	Verition Fund Mgmt.	Yes	93	-
14	G.S. Asset Mgmt.	Yes	6,202	+6,202
15	Garda Capital	Not yet	-	-
16	Schonfeld Str. Advsrs.	Yes	6,734	-
17	Bluecrest Cap. Mgmt.	Yes	9	-
18	Fortress Investment Grp	Yes	1,181	+428
19	Tiger Global Mgmt.	Not yet	-	-
20	Elliot Investment Mgmt.	Yes	1,092	+924
21	Cerberus Capital Mgmt.	Not yet	-	-
22	Two Sigma Investments	Yes	458	+428
23	Element Capital Mgmt.	Not yet	-	-
24	Lighthouse Partners	Not yet	-	-
25	Sculptor Capital Mgmt.	Yes	876	-
As of 6/30/20	024			

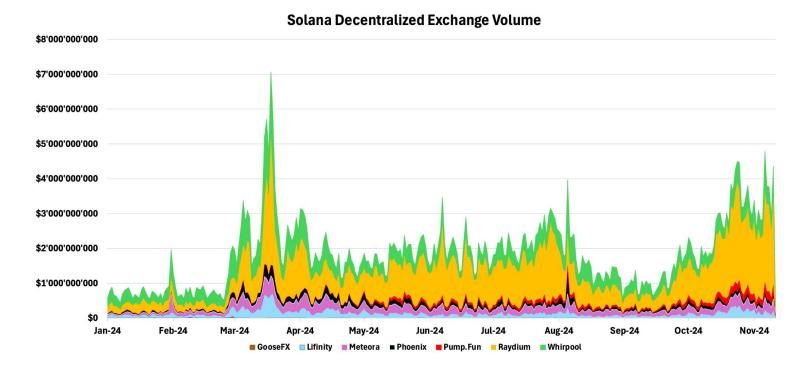
Q4 is Historically Strong for Bitcoin... especially in a Halving Year!

Time	January	February	March	April	May	June	July	August	September	October	November	December
2024	+0.62%	+43.55%	+16.81%	-14.76%	+11.07%	-6.96%	+2.95%	-8.6%	+7.29%	+10.76%	+31.57%	
2023	+39.63%	+0.03%	+22.96%	+2.81%	-6.98%	+11.98%	-4.02%	-11.29%	+3.91%	+28.52%	+8.81%	+12.18%
2022	-16.68%	+12.21%	+5.39%	-17.3%	-15.6%	-37.28%	+16.8%	-13.88%	-3.12%	+5.56%	-16.23%	-3.59%
2021	+14.51%	+36.78%	+29.84%	-1.98%	-35.31%	-5.95%	+18.19%	+13.8%	-7.03%	+39.93%	-7.11%	-18.9%
2020	+29.95%	-8.6%	-24.92%	+34.26%	+9.51%	-3.18%	+24.03%	+2.83%	-7.51%	+27.7%	+42.95%	+46.92%
2019	-8.58%	+11.14%	+7.05%	+34.36%	+52.38%	+26.67%	-6.59%	-4.6%	-13.38%	+10.17%	-17.27%	-5.15%
2018	-25.41%	+0.47%	-32.85%	+33.43%	-18.99%	-14.62%	+20.96%	-9.27%	-5.58%	-3.83%	-36.57%	-5.15%
2017	-0.04%	+23.07%	-9.05%	+32.71%	+52.71%	+10.45%	+17.92%	+65.32%	-7.44%	+47.81%	+53.48%	+38.89%
2016	-14.83%	+20.08%	-5.35%	+7.27%	+18.78%	+27.14%	-7.67%	-7.49%	+6.04%	+14.71%	+5.42%	+30.8%
2015	-33.05%	+18.43%	-4.38%	-3.46%	-3.17%	+15.19%	+8.2%	-18.67%	+2.35%	+33.49%	+19.27%	+13.83%
2014	+10.03%	-31.03%	-17.25%	-1.6%	+39.46%	+2.2%	-9.69%	-17.55%	-19.01%	-12.95%	+12.82%	-15.11%
2013	+44.05%	+61.77%	+172.76%	+50.01%	-8.56%	-29.89%	+9.6%	+30.42%	-1.76%	+60.79%	+449.35%	-34.81%
Average	+3.35%	+15.66%	+13.42%	+12.98%	+7.94%	-0.35%	+7.56%	+1.75%	-3.77%	+21.89%	+45.54%	+5.45%
Median	+0.29%	+15.32%	+0.50%	+5.04%	+3.17%	-0.49%	+8.90%	-8.04%	-4.35%	+21.20%	+10.82%	-3.59%

Bitcoin is a liquidity sponge: correlation with M2

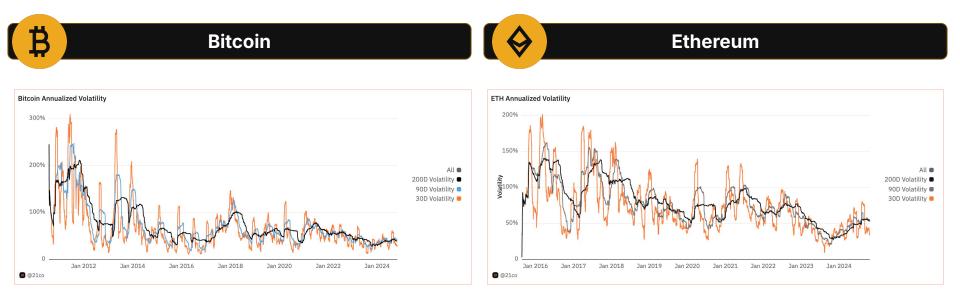


Solana hits ATH, outpacing Ethereum with \$100B decentralized exchange volume in November, while housing 50% of the top fee-generating apps.



05 Cryptoassets in a Traditional Portfolio

Volatility is decreasing over time as the industry matures!



21

Correlation of returns across different asset classes

Low correlations to gold (0.11 for Bitcoin, 0.13 for Ethereum) make both assets uniquely valuable for diversification, while their modest correlation to each other (0.39) supports **holding both cryptoassets** in a portfolio.

Oct 1, 2020 - Sep 31, 2024

			US Long Term					
	US Equity	Emerging Equity	Treasury	Gold	US Tech Equity	Ethereum	Bitcoin	
US Equity	1.00	0.70	0.32	0.19	0.75	0.14	0.32	
Emerging Equity	0.70	1.00	0.26	0.31	0.66	0.20	0.28	
US Long Term Treasury	0.32	0.26	1.00	0.27	0.34	0.04	0.02	
Gold	0.19	0.31	0.27	1.00	0.11	0.04	0.11	
US Tech Equity	0.75	0.66	0.34	0.11	1.00	0.08	0.34	
Ethereum	0.14	0.20	0.04	0.04	0.08	1.00	0.39	
Bitcoin	0.32	0.28	0.02	0.11	0.34	0.39	1.00	
Average Correlation	0.40	0.40	0.21	0.17	0.38	0.15	0.24	

Correlation is calculated on a rolling 10D return across assets.

5% BTC allocation in a basic growth portfolio

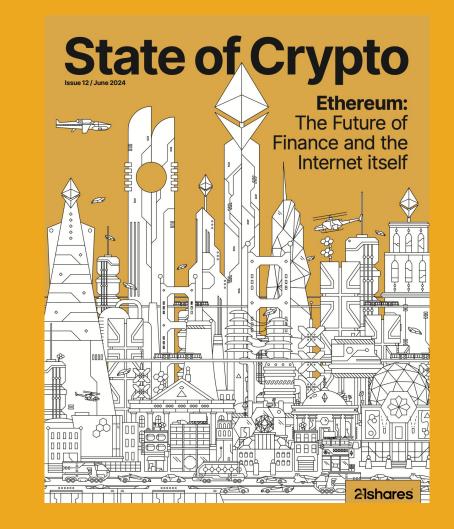
Risk-ac	djusted retur	'n	Rebalanci	ng is key!	Tin	Timing doesn't matter				
							Oct 1, 2020 - Sep 31, 2024			
Performance	Benchmark 60% Equity & 40% Bond Monthly Rebalance	Daily Rebalance 5% BTC	Weekly Rebalance 5% BTC	Monthly Rebalance 5% BTC	Quarterly Rebalance 5% BTC	Annual Rebalance 5% BTC	No Rebalance 5% BTC			
Cumulative Return	40.79%	57.70%	57.56%	57.71%	63.95%	63.26%	68.92%			
Annualized Return	8.93%	12.06%	12.04%	12.06%	13.16%	13.04%	14.00%			
Annualized Volatility	8.99%	9.78%	9.76%	9.78%	9.87%	9.96%	13.07%			
Sharpe Ratio	0.48	0.65	0.65	0.65	0.71	0.70	0.60			
Sortino Ratio	0.54	0.79	0.79	0.79	0.89	0.87	0.76			
1Y Cumulative Rolling Hit	-	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%			
3Y Cumulative Rolling Hit	-	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%			
Max Drawdown	-20.76%	-23.12%	-23.36%	-23.41%	-23.53%	-24.24%	-31.40%			
Max Relative Drawdown	-	-2.37%	-2.60%	-2.65%	-2.77%	-3.49%	-10.65%			

5% BTC and 1% ETH allocation in a basic growth portfolio

Risk-ad	ljusted retur	n	Rebalanc	ing is key!		Timing doesn't matter			
							Oct 1, 2020 - Sep 31, 2024		
Performance	Benchmark 60% Equity & 40% Bond Monthly Rebalance	Daily Rebalance 5% BTC & 1% ETH	Weekly Rebalance 5% BTC & 1% ETH	Monthly Rebalance 5% BTC & 1% ETH	Quarterly Rebalan 5% BTC & 1% ETH	ce Annual Rebalance 5% BTC & 1% ETH	No Rebalance 5% BTC & 1% ETH		
Cumulative Return	40.79%	62.25%	61.99%	62.14%	69.15%	70.22%	74.91%		
Annualized Return	8.93%	12.86%	12.82%	12.84%	14.04%	14.22%	15.00%		
Annualized Volatility	8.99%	10.05%	10.03%	10.06%	10.20%	10.51%	14.81%		
Sharpe Ratio	0.48	0.68	0.68	0.68	0.74	0.73	0.59		
Sortino Ratio	0.54	0.84	0.84	0.84	0.94	0.93	0.74		
1Y Cumulative Rolling Hit	-	99.99%	99.99%	99.99%	99.99%	99.99%	99.99%		
3Y Cumulative Rolling Hit	-	99.99%	100.00%	100.00%	100.00%	100.00%	100.00%		
Max Drawdown	-20.76%	-23.76%	-24.03%	-24.01%	-24.14%	-25.56%	-35.01%		
Max Relative Drawdown	-	-3.01%	-3.27%	-3.25%	-3.38%	-4.80%	-13.45%		

Sign up to our research!





Bitcoin is the best performing asset class of the last decade, up over 5600%

Rank	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	10-Year Capital Gain*
1	Bitcoin (1'316%)	Bitcoin (186%)	Bitcoin (5'481%)	US REITs (30.4%)	Bitcoin (35%)	Bitcoin (124%)	Bitcoin (1'369%)	US Nasdaq 100 (-0.1%)	Bitcoin (93%)	Bitcoin (302%)	Bitcoin (60%)	Gold (-0.8%)	Bitcoin (155.8%)	Bitcoin (5'634.7%)
2	Long Duration Treasuries (34%)	EAFE Stocks (18.8%)	US Small Caps (38.7%)	Long Duration Treasuries (27.3%)	US Nasdaq 100 (5.6%)	US Small Caps (21.6%)	US Nasdaq 100 (32.7%)	Long Duration Treasuries (-1.6%)	US Nasdaq 100 (39%)	Convertible Bonds (53.4%)	US REITs (40.5%)	US Value (-7.7%)	US Nasdaq 100 (54.9%)	US Nasdaq 100 (361.3%)
3	Investment Grade Bonds (9.7%)	US Mid Caps (17.8%)	US Nasdaq 100 (36.6%)	US Nasdaq 100 (19.2%)	US Growth (5.5%)	US Mid Caps (20.5%)	US Growth (30%)	US Growth (-1.7%)	US Growth (35.9%)	US Nasdaq 100 (48.6%)	US Nasdaq 100 (27.4%)	High Yield Bonds (-11%)	US Growth (42.6%)	US Growth (250.5%)
4	Gold (9.6%)	US Reits (17.6%)	US Growth (33.1%)	US Value (13.2%)	US REITs (2.4%)	US Value (17.3%)	EAFE Stocks (25.1%)	Gold (-1.9%)	US REITs (28.9%)	US Growth (38.3%)	US Growth (27.4%)	US Mid Caps (-13.3%)	EAFE Stocks (18.4%)	US Mid Caps (109.5%)
5	US REITs (8.6%)	US Value (17.5%)	US Mid Caps (33.1%)	US Growth (12.8%)	Convertible Bonds (-0.8%)	High Yield Bonds (13.4%)	US Mid Caps (15.9%)	Convertible Bonds (-2%)	US Value (26.1%)	Gold (24.8%)	US Value (25%)	EAFE Stocks (-14.4%)	US Small Caps (16.8%)	US Value (77.77%)
6	High Yield Bonds (6.8%)	US Small Caps (16.7%)	US Value (32.1%)	US Mid Caps (9.4%)	EAFE Stocks (-1%)	Convertible Bonds (10.6%)	Convertible Bonds (15.7%)	High Yield Bonds (-2%)	US Mid Caps (25.8%)	US Small Caps (20%)	US Mid Caps (24.5%)	Investment Grade Bonds (-17.9%)	US Mid Caps (16.1%)	US Small Caps (74.848%)
7	US Nasdaq 100 (3.4%)	US Nasdaq 100 (16.1%)	EAFE Stocks (21.4%)	Investment Grade Bonds (8.2%)	Investment Grade Bonds (-1.3%)	US REITs (8.6%)	US Small Caps (14.6%)	Investment Grade Bonds (-3.8%)	US Small Caps (25.4%)	Long Duration Treasuries (18.2%)	US Small Caps (14.5%)	US Small Caps (-20.5%)	Convertible Bonds (14.5%)	Gold (61.63%)
8	US growth (2.3%)	Convertible Bonds (15.9%)	Convertible Bonds (20.5%)	Convertible Bonds (7.7%)	Long Duration Treasuries (-1.8%)	Gold (8%)	US Value (13.5%)	US REITs (-6%)	Convertible Bonds (22.4%)	US Mid Caps (13.5%)	EAFE Stocks (11.5%)	Convertible Bonds (-20.8%)	Gold (12.7%)	Convertible Bonds (53.56%)
9	US Value (0.1%)	US Growth (15.2)	High Yield Bonds (5.8%)	US Small Caps (5%)	US Mid Caps (-2.5%)	US Nasdaq 100 (7.1%)	Gold (12.8%)	US Value (-8.5%)	EAFE Stocks (22%)	Investment Grade Bonds (11%)	High Yield Bonds (3.8%)	US REITs (-26.2%)	US REITs (11.8%)	US REITs (38.02%)
10	US Mid Caps (-2.1%)	High Yield Bonds (11.7%)	US Reits (2.3%)	High Yield Bonds (1.9%)	US Value (-4%)	US Growth (7%)	Long Duration Treasuries (9.2%)	US Small Caps (-11.1%)	Gold (17.9%)	EAFE Stocks (7.6%)	Convertible Bonds (2.2%)	US Growth (-29.3%)	High Yield Bonds (11.5%)	EAFE Stocks (13.04%)
11	US Small Caps (-4.4%)	Investment Grade Bonds (10.6%)	Investment Grade Bonds (-2%)	Gold (-2.2%)	US Small Caps (-4.5%)	Investment Grade Bonds (6.2%)	Investment Grade Bonds (7.1%)	US Mid Caps (-11.3%)	Investment Grade Bonds (17.4%)	High Yield Bonds (4.5%)	Investment Grade Bonds (-1.8%)	Long Duration Treasuries (-31.2%)	US Value (11.4%)	Long Duration Treasuries (-3.77%)
12	Convertible Bonds (-7.7%)	Gold (6.6%)	Long Duration Treasuries (-13.4%)	EAFE Stocks (-6.2%)	High Yield Bonds (-5%)	EAFE Stocks (1.4%)	High Yield Bonds (6.1%)	EAFE Stocks (-13.8%)	Long Duration Treasuries (14.1%)	US Value (2.7%)	Gold (-4.2%)	US Nasdaq 100 (-32.5%)	Investment Grade Bonds (9.4%)	Investment Grade Bonds (-3.93%)
13	EAFE Stocks (-12.2%)	Long Duration Treasuries (2.6%)	Gold (-28.3%)	Bitcoin (-58%)	Gold (-10.7%)	Long Duration Treasuries (1.2%)	US REITs (4.9%)	Bitcoin (-73.5%)	High Yield Bonds (14.1%)	US REITs (-4.7%)	Long Duration Treasuries (-4.6%)	Bitcoin (-64.3%)	Long Duration Treasuries (2.8%)	High Yield Bonds (-17.01%)